

HONDA

American Honda Motor Co., Inc.
1919 Torrance Boulevard
Torrance, CA 90501-2746
Phone (310) 783-2000

June 4, 2004

RECEIVED

JUN - 4 2004

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY**VIA HAND DELIVERY**

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: **MB Docket No. 04-160**
National Association of Broadcasters Petition Regarding
Programming Carried by Satellite Digital Audio Radio Services

Dear Ms. Dortch:

American Honda Motor Co., Inc. ("Honda") respectfully asks the Commission to deny the request of the National Association of Broadcasters ("NAB") that the Commission forbid the satellite radio providers, XM Radio Inc. ("XM") and Sirius Satellite Radio Inc. ("Sirius"), from offering their subscribers vital traffic and weather information.

Honda is a firm believer in satellite radio and its ability to offer drivers a high quality, digital radio service on a ubiquitous, nationwide basis. Honda currently offers satellite radio equipped in several popular makes and models, including the Honda Accord.

In addition, Honda plans to introduce the "XM NavTraffic" feature in certain of its Acura vehicles later this year. XM NavTraffic is the nation's first satellite traffic information service that enables a vehicle's on-board navigation system to display current traffic information for a driver's chosen route.

America's driving public wants and needs accurate and up-to-date information regarding traffic and weather delays. This information allows drivers to avoid traffic congestion, save fuel and time, and improve driver safety. XM and Sirius are fulfilling this need by offering their subscribers up-to-date traffic and weather information 24 hours per day, 7 days per week, on a nationwide, ubiquitous basis.

Honda believes the Commission should promote innovative and useful services such as those offered by XM and Sirius, especially considering the vital benefits these services offer America's driving public. For the foregoing reasons, Honda urges the Commission to reject NAB's Petition.

Very truly yours,

American Honda Motor Co., Inc.



Dan Appa
Assistant Manager, New Business Development